

REMARKS

This Amendment is submitted in response to the Office Action dated April 17, 2007, having a shortened statutory period set to expire July 17, 2007, extended to October 17, 2007. Claims 27-52 and 55 are pending. Applicants have amended Claims 27 and 55, and have canceled Claims 1-26, 53-54 and 56-79. No new matter has been entered by these amendments. Reconsideration of the present case is earnestly requested in light of the amendments herein and the following remarks.

Claim Rejections -- 35 U.S.C. § 102 and § 103

On page 2 of the present Office Action, Claims 56 and 57 have been rejected under 35 U.S.C. §102(b) as being anticipated by *Horan* (U.S. Pat. No. 6,220,596). Claims 1, 53-54 and 58 are rejected under 35 U.S.C. §103(a) as being unpatentable over *Horan* in view of *Weiss* (U.S. Pat. No. 6,609,973). Further, Claims 2-25, 27-52, 55 and 59-79 have been rejected under 35 U.S.C. §103 as being unpatentable over *Horan* in view of *Weiss* and further in view of *Weingardt* (U.S. Pat. No. 5,727,786). Those rejections are respectfully traversed and reconsideration of the claims is requested. With respect to independent Claims 27 and 55, therein is recited:

associating at least one of the first set of colors to at least one column without regard to the associated subset of potential numbers for the at least one column;

On page 14 of the present Office Action, the Examiner suggests that *Weingardt* shows that if certain numbers in a column are red, that column would be red. While this coincidental circumstantial fact does result in a single column within the Bingo card being a single color, there is nothing predetermined about identifying that column with a particular color. Instead, as the Examiner points out, 16 and 35 are the Bingo numbers predetermined to be “red” “numbers”. If certain numbers, such as numbers 16 through 30 are red, the column with those numbers would be red. However, Applicant respectfully disputes the Examiner’s position that “this means that one of the colors will be associated with one of the columns.” There is no association between the column and the color. The only association shown or suggested by *Weingardt* is an

association between a number and a color. In the above-cited language from claims 27 and 55, Applicant has more particularly recited this novel aspect of the present invention by reciting a step where a particular column of the bingo card is identified with a “enhanced value” color “without regard to the associated subset of potential numbers for the at least one column” that may be contained in the column. In other words, Applicant is claiming the identification of a particular row or column with a designated color irrespective of any numbers contained in those columns or rows in order to facilitate the win-enhanced enhancement value payout of the application of the present invention.

In summary, nowhere does *Horan, Weiss*, or *Weingardt* show or suggest “associating at least one of the first set of colors to at least one column without regard to the associated subset of potential numbers for the at least one column;” as is recited in independent claims 27 and 55 of the present application. For these reasons, Applicant respectfully submits that *Horan, Weiss*, nor *Weingardt* nor any combination thereof shows or suggests the present invention as claimed in independent claims 27 and 55. Moreover, for the reasons given above, Applicant similarly submits that the claims dependent upon the independent claims are similarly not shown or suggested by *Horan, Weiss* or *Weingardt*, or any combination thereof, and that therefore the rejection of those claims under § 102 and §103 should also be withdrawn. Having now responded to each rejection set forth in the present Office Action, Applicants believe all pending claims are now in condition for allowance and respectfully request such allowance.

Respectfully submitted,

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